

## EducationUSA: Social Media and Design for a Global Brand



Project Title	EducationUSA: Social Media and Design for a Global Brand
Project Summary	"You are welcome here!" That's our message to international students around the world. Work directly with the EducationUSA program officer on analyzing and monitoring the global network's social media, creating content and producing training materials to support the global EducationUSA network.
Country	United States
Agency	Department of State
DoS Office	ECA/A/S
Post	N/A
Section	N/A
Number of Interns	2

## Project Description

Learn what it takes to manage a global brand! (Hint: It's complex and always interesting.) As a virtual EducationUSA intern, you'll work closely with the State Department program officer responsible for strategic communications for the global EducationUSA network. Tasks will include: assisting in an ongoing audit of EducationUSA social media properties and working to help bring them into compliance; analyzing and monitoring our social media messaging and offering solutions to make it better; creating design and social media materials in support of center marketing efforts; updating presentations to make them more visually appealing and thereby more effective; updating some of the content on our website, upping our Instagram game, creating toolkits ... Bring your creativity and ideas! We've got plenty to do! We're looking for smart, creative students who have a sharp design sense, who pay attention to detail, and are interested in the field of international education.

## Desired Skills Interests

## Additional Information

Background: EducationUSA is the U.S. Department of State's network of international student advising centers in nearly every country of the world. We over 550 advisers that help international students and their parents navigate the American college and university admissions process. EducationUSA also assists the over 4,700 accredited U.S. institutions with their recruitment and retention efforts. To do this, we work with over 500 advisers around the world in their marketing and outreach efforts. It's a big job and it's never dull!

Just to spotlight two areas:

1. Social Media -- the majority of EducationUSA use social media to reach and connect with students around the world. For example, beyond the flagship global accounts managed in Washington, DC, there are over 150 EducationUSA-branded Facebook accounts. (And then there's Twitter, YouTube, Instagram, embassy websites, etc. etc.) All EducationUSA properties across platforms need to be brought into compliance with baseline Department of State requirements. We have access to analytics for these account and need to harness that information so that it is useful for advisers around the world. Beyond that, training tools (presentations, videos) need to be updated or developed to help advisers make the best use of the properties available to them.

2. Design: EducationUSA has a branding guide and professional-level design templates. But many of our advising centers lack the software tools and / or the know-how in order to use them. As a result, things can get ugly really fast. We've got to convey what good design is, what our expectations are, and then make things as easy as possible for them. I'd like to get ahead of the curve in providing infographics, images, and all kinds of designs for our network.

## Language Requirements

*None*